



FACEBOOK ADS ANALYSIS OF IPL 2020 ADVERTISERS



128 IPL Sponsors Analysed

INTRODUCTION

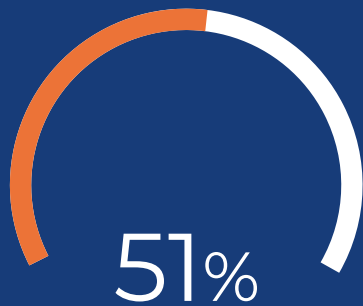
Nobody had imagined IPL without live crowds. Cheering for your favourite team and the customary glitz and glamour that comes in the stadium was part of the IPL experience. The thirteenth season of the biggest T20 leagues was a unique one. More than entertainment it was about people looking for normalcy to come back into their lives after months long lockdown. With countries going into lockdown and COVID-19 fear gripping the world, the retailers and businesses were having a tough time with sales and revenue. With the stadiums being empty, **the viewership of IPL 2020 (TV and Hotstar combined) saw a jump of 28%**, providing Indian advertisers an opportunity to reach a larger pool of audience and recover the slump they had hit during the lockdown.

Additionally, this year's **Dream11 IPL** schedule coincided with the festive season making it even more important to have structured digital campaigns in place. And no doubt, advertisers planned it well. There were hits and misses and that's what we wanted to analyze.

So that's why we monitored Facebook Ads of 128 IPL sponsors during the IPL and tried to offer a **quantitative analysis**.

OBJECTIVE OF THE REPORT

- To understand how IPL sponsors leveraged Facebook Ads along with TV commercials
- To monitor the consistency of marketing messages across multiple ad platforms
- To understand the sponsors' marketing communication strategy during IPL



Sponsors
were running
Facebook Ads

EVALUATION METHODOLOGY

Our team tracked the Facebook Ads of 128 IPL sponsors and advertisers. At the same time, we also tracked these companies' campaigns on other social media platforms, OTT platforms and TV to see if their messaging was consistent through all the advertising channels.

EVALUATION CRITERIA

We evaluated the brands on following five key aspects of Facebook Ads:

- Campaign creativity and ad message
- Ad efficacy
- Creative testing
- Landing page relevancy and structure
- Tracking

KEY INSIGHTS

- Out of 128 sponsored analyzed, 65 brands were running Facebook ads
- Only 14 brands used an IPL or cricket themed campaign. Major brands including Cadbury Dairy Milk, Jio, Paytm, and Kotak Mahindra Bank didn't have any IPL or cricket themed campaign in their ads
- Single image ads and video ads were the most popular ad formats used by the sponsors during IPL 2020
- Tracking setup is the area where brands struggled the most with 29 brands scoring no points in this category

CAMPAIGN CREATIVITY AND AD MESSAGE

The aim of this evaluation was to see if the advertisers have designed any special campaign around IPL to leverage its popularity. Many brands including Jio, MPL, Paytm, Boost, Colgate, Nerolac paints did not have any IPL or cricket themed Facebook Ads during IPL. However, some of the new advertisers like Dream 11, Cred, and Ok Credit aced their Facebook Ads campaign.

We evaluated the campaign creativity of the brands based on following criterias:

- Is IPL centric campaign used for Facebook ads
- Is the campaign used on Facebook used on other advertising channels (offline and online), thus leveraging multiple channels to convey a consistent message

KEY TAKEAWAYS:

- 14 advertisers were running IPL centric campaigns
- Campaigns from 11 advertisers were multi-channel campaigns, i.e. the same advertising message was running on other advertising platforms

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BOOK A CONSULTATION

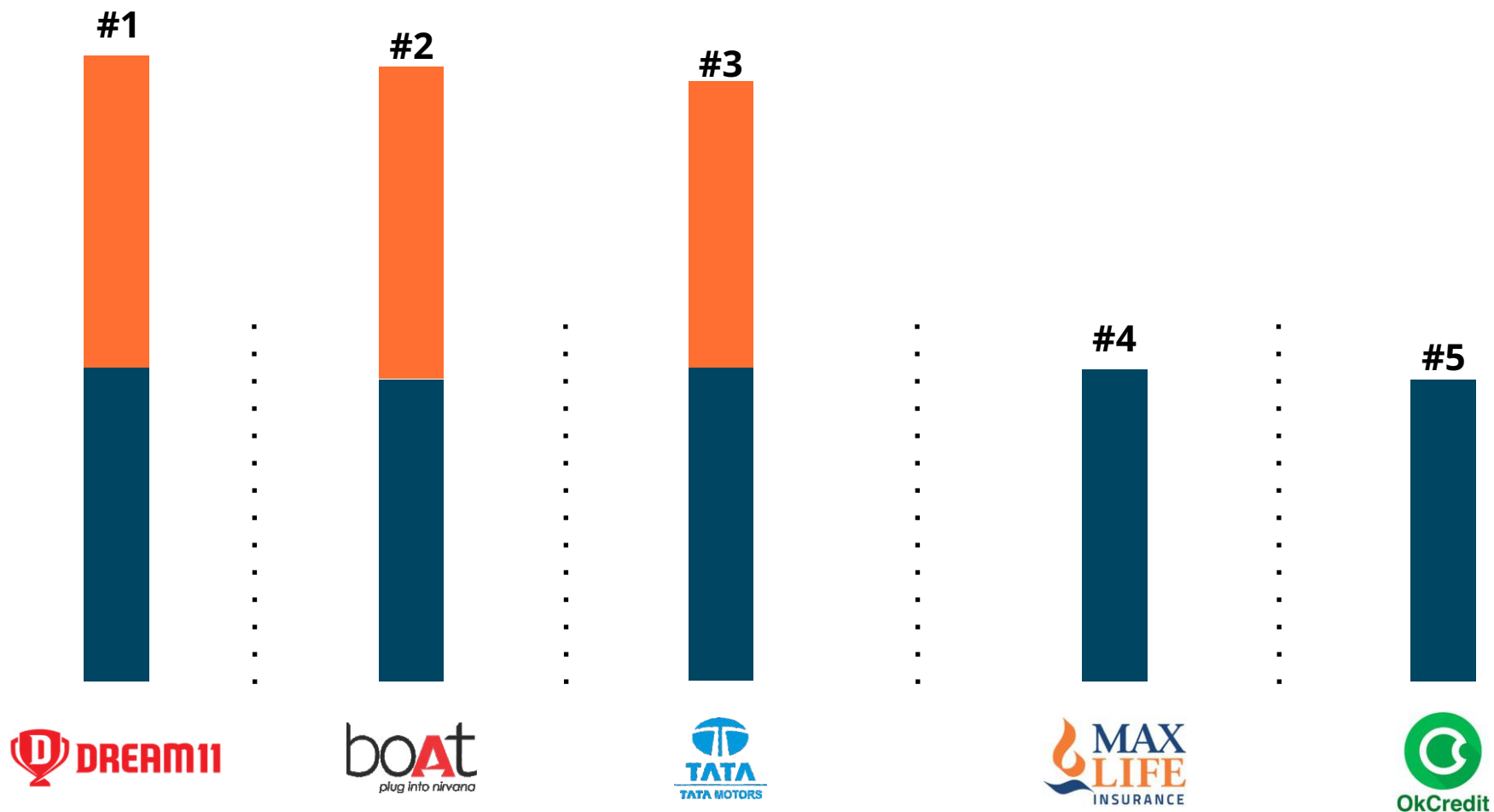
THE WINNERS: TOP FIVE



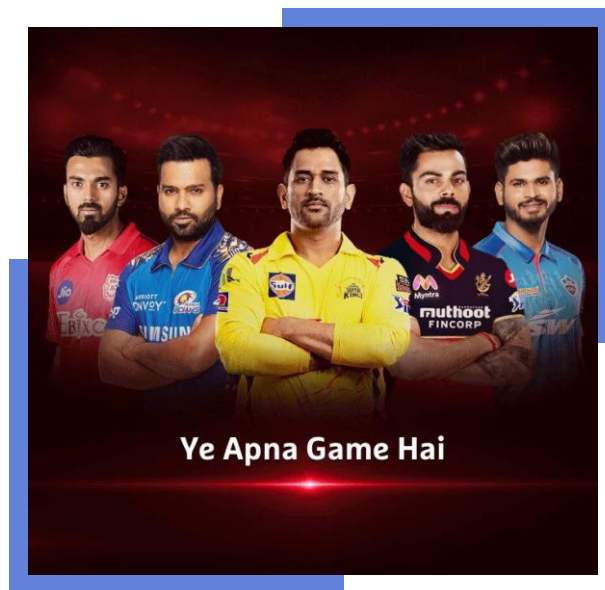
Campaign used on Facebook used on other advertising channels



IPL centric campaign used for Facebook ads



SUPER SIXES



2. BOAT

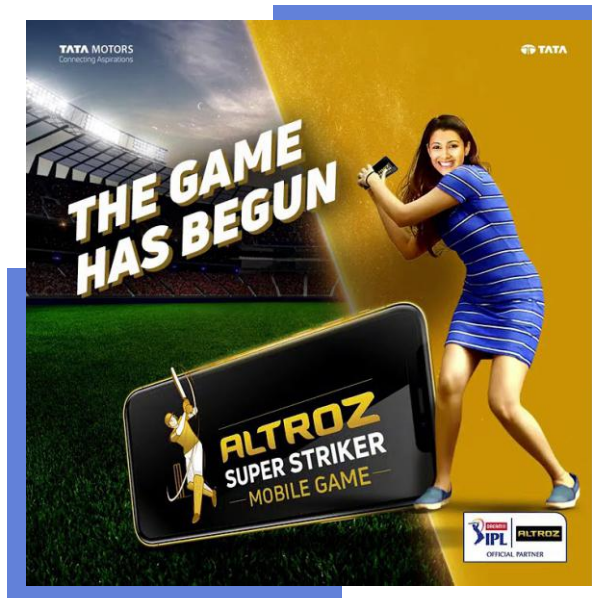
Boat likes to portray itself as a **lifestyle accessories brand** rather than an electronics brand. Their campaign **Sound Of Champions** was a clear reflection of this marketing strategy and they relied on popular cricket stars Shikhar Dhawan, KL Rahul, Hardik Pandya and Rishabh Pant to depict the champions in Sound Of Champions.

1. DREAM 11

The title sponsor of this year's IPL used the much talked about TV campaign **Yeh Apna Game Hai** across all the ad platforms including Facebook Ads. In India where cricket is a religion, the campaign line "Yeh apna game hai" truly captures the emotions Indians associate with cricket. No doubt, it became the most popular and talked about campaign of this season.



SUPER SIXES



3. TATA MOTORS ALTROZ

Tata Motors' Altroz was sponsoring **The Super Striker Of The Match**, a campaign that awarded the best striker of the match, using its premium hatchback Altroz. Apart from TV commentators mentioning it every once in a while, Tata Motors also promoted the Altroz super striker game campaign through Facebook Ads as well, creating a consistency in their messaging throughout the platforms.

Additionally, Tata Motors also ran Facebook Ads on their core message about **Altroz: The Gold Standard**.

4. MAX LIFE INSURANCE

Max Life Insurance reused their last year's **Protection Front Foot Pe** campaign. Though the campaign was old, associating ads with cricketing jargons during IPL is powerful to convey the message. Like Dream 11, Max Life also used the same campaign across all the digital channels making the campaign stand out.



SUPER SIXES

5. OKCREDIT

With the **Tyaar Hai Hum** campaign, Ok Credit not only appealed to millions of cricket fans but rightly tried to grab the attention of their target market - the small business owners.



MISSED THE MARK



CRED

Cred was an official sponsor. It was **sponsoring the powerplayer of the match**. They could have easily used a campaign built around this to tap into IPL's popularity. Though they tried to promote "Cred powerplayer", the core messages of the ad campaigns were not **everyone gets it and pay bills, get rewarded**. Both of these were flawlessly executed campaigns, but they didn't use cricket themes in their ad campaigns.

BOWLED

Brands that did not have any IPL related campaign

Some of the biggest brands Jio, Kotak Mahindra Bank, Unacademy, and PayTM continued with their regular brand ads and did not go for IPL specific campaigns.

HONORARY MENTION

Instead of focusing just on IPL, Royal Challenge honoured all the people who are fighting on the front lines of COVID-19 with their campaign **#MyCOVIDHeroes**. The campaign was promoted across all it's social media channels. RCB's team donned the jerseys promoting the message throughout the tournament.



AD EFFICACY

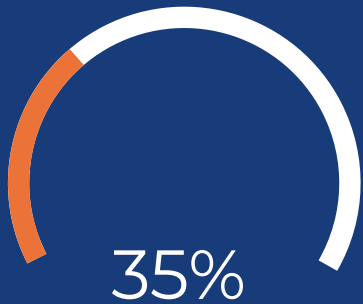
A good campaign is nothing without an effective ad.

For this evaluation criteria we focused on checking how well the ads were connected to IPL and if the essential ad elements were present in the ads. We evaluated the ad efficacy of the brands based on following criterias:

1. IPL related branding in ads
2. Clear CTA present in ads
3. Headline is reinforcing the ad message
4. Types of ads tested
 - Has brand tested image ads
 - Has brand tested carousel ads
 - Has brand tested video ads
 - Has brand tested gifs/slideshow

KEY TAKEAWAYS

- Out of 65 brands only 33 brands were using IPL related branding in their ads
- Only 23 brands had all the 3 elements (IPL branding, a clear CTA and headline reinforcing the ad message) in their ads
- 6 brands did not use a clear CTA in ads
- Ad format testing
 - 39 brands tested image ads
 - 39 brands tested video ads
 - 18 brands tested carousel ads
 - 7 brands tested gif/slideshow ads
 - 45% of the brands tested more than one ad format



Sponsors
had all 3 elements
in Ads

THE WINNERS: TOP FIVE



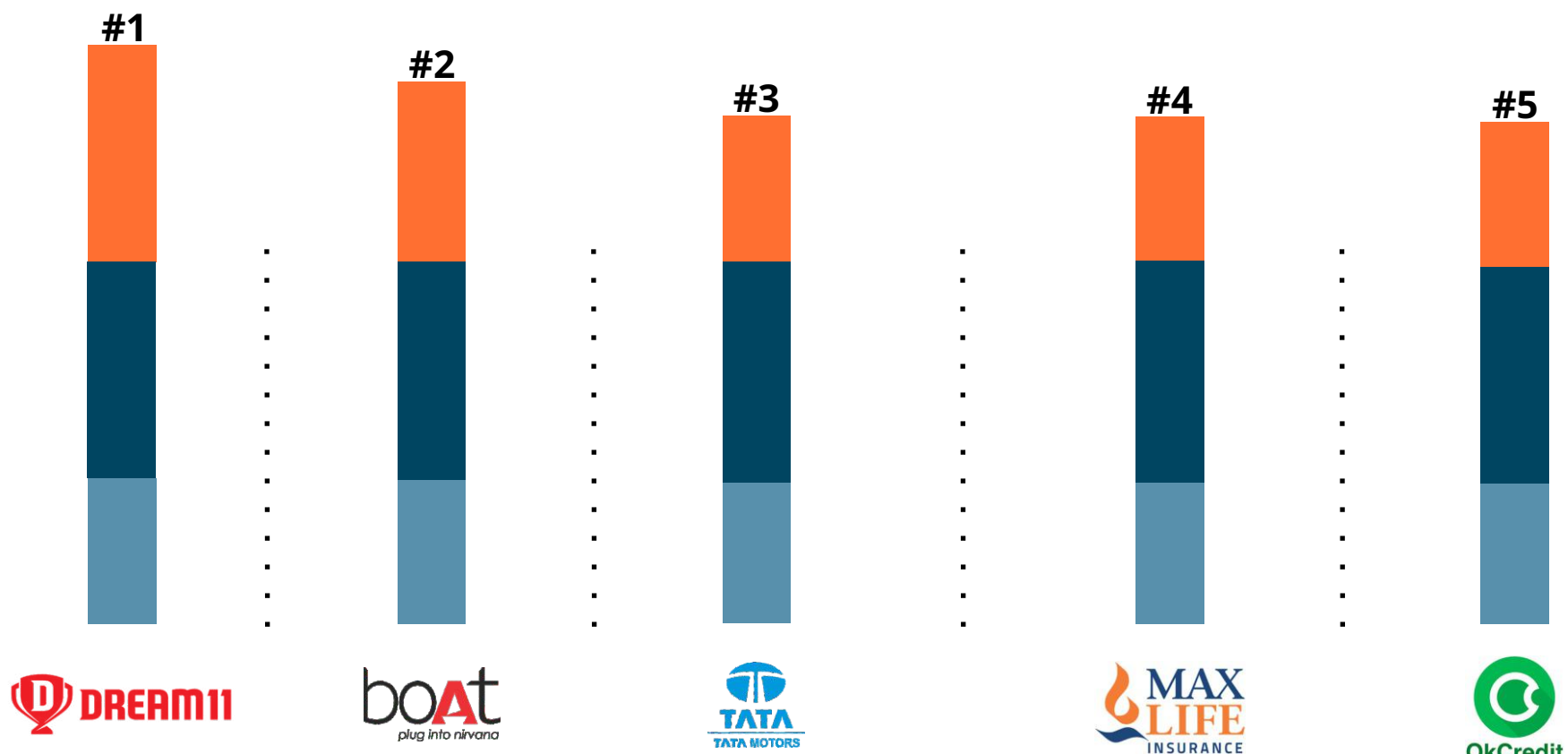
Ad creative testing



Clear CTA and relevant headline present



IPL related branding present in ads



SUPER SIXES

The top five scorers in this category were Max Life Insurance, Ok Credit, Dream 11, Boat and Cover It Up. All of these brands had IPL branding in their ads and used a headline reinforcing ad message and clear CTA.



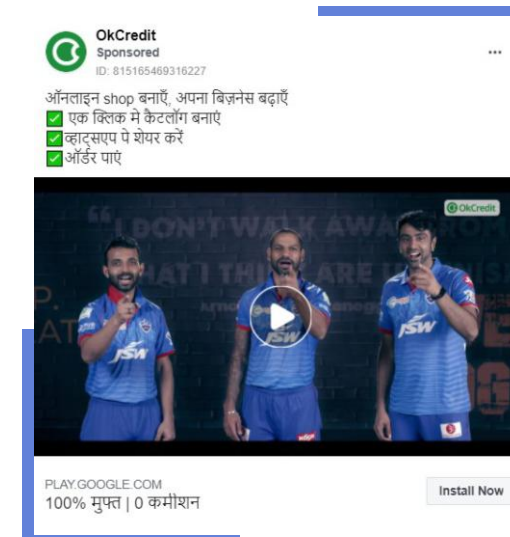
2. OKCREDIT

Ok credit is a ledger app for small business owners. Keeping in mind that all the small business owners are not necessarily familiar with English language, Ok Credit went ahead and ran ads in other languages such as Hindi and Tamil. **Video ads were the prominent ad type for Ok credit.**

1. MAX LIFE INSURANCE

The brand tested maximum ad formats amongst the top five scorers. They **used image ads, slideshow ads, and video ads**. Most of the ads were single image ads.

The ads tried to reinforce the importance of financial protection and compares uncertainties in life with uncertainties in T20. They roped in Virat Kohli, Washington Sundar, and Shivam Dube to convey their message of staying protected with term insurance.



SUPER SIXES



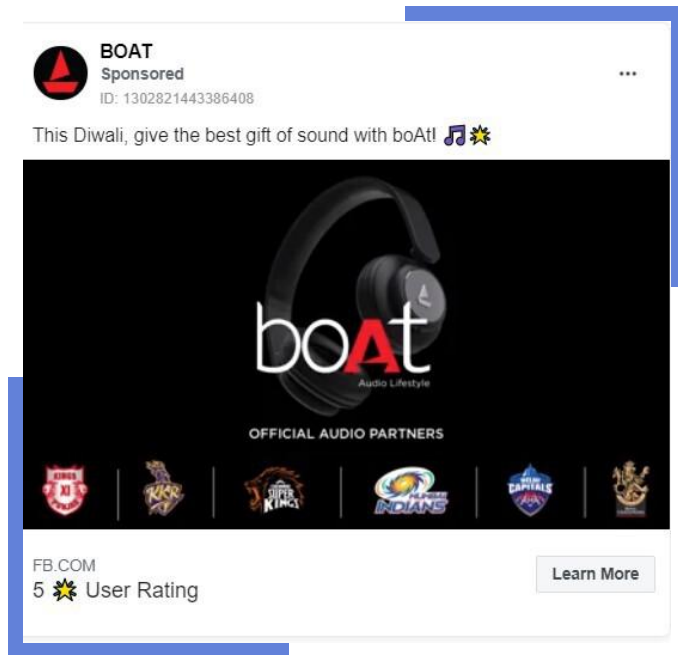
3. DREAM 11

Dream 11 touched on the emotions that the Indian population has with cricket. In one format of the ads, players can be seen encouraging people to make their team on Dream11 and have fun instead of doing just random things to pass their time. These ads became so popular that people were using the tag line in their tweets, memes, and on other social media channels.

In another ad, they have shown cricketers having a blast while playing gully cricket. The ads in this series are loaded with strange yet relatable gully cricket rules that everybody has made sometime or other while playing cricket. The nostalgia of gully cricket made an instant connection with people, making Dream11 one of the most discussed brands of IPL2020. The brand also used single image ads but the **main focus was on video ads**.



SUPER SIXES

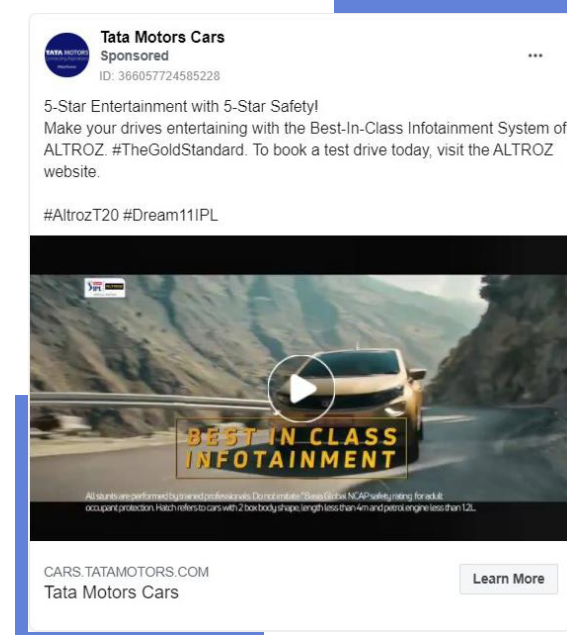


5. ALTROZ (TATA MOTORS)

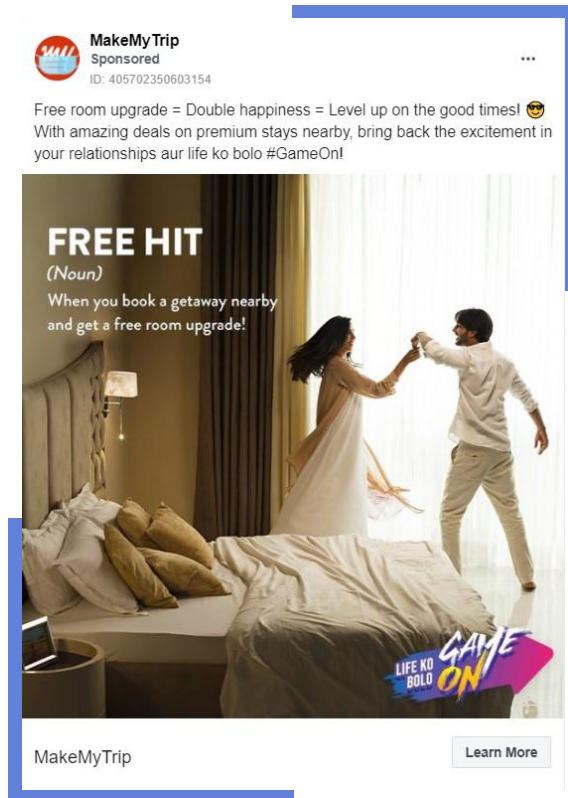
The auto brand **used both single image and video ads** to promote their campaign The Gold Standard, but their main focus was on video ads. The videos of 15-20 second duration were used to find parallels between cricket and driving a car with the core message being India's safest Hatchback.

4. BOAT

Like Dream11, Boat roped in a number of cricketers such as Hardik Pandya, Rishab Pant, and KL Rahul to connect with their key demographics: the boatheads. The **short video ads of around 15 seconds, with high tempo music connected well** with the audience.



MISSED THE MARK



MAKE MY TRIP

Make My Trip planned a campaign around IPL but their ads did not include any IPL related branding in the ads.

BOWLED

APL Apollo was the lowest scoring brand in the category. They did not have any IPL branding, CTA or headline in the ads. In terms of ad types they just used only single image ads.

LANDING PAGE AND TRACKING SETUP

When we make a good clickable ad, the job is only half done. Whether a user is going to convert or not depends on the landing page that we use. A good landing page is the one that is consistent with the messaging of ads, has clear CTA, and is focused towards one specific action from the user.

To get the most out of your Facebook ad spend, it is necessary to install Facebook Pixel and set up conversions. It not only helps to track conversions and build audiences, it is also indispensable for ad optimization.

Keeping the above points in mind we evaluated the IPL sponsors on following criterias:

- Landing page has same messaging as ads and is well structured
- Landing page is the part of multi channel marketing campaign
- IPL or IPL team related branding present on page
- Clear CTA present on the page
- Facebook pixel installed on the landing page
- Facebook pixel is firing correctly on the landing page and other pages in the funnel

KEY TAKEAWAYS

- Out of 65 sponsors running Facebook Ads, 10 were either taking the user to app stores or their brand's Instagram page or Amazon
- 9 out of 65 sponsors checked all the criterias of landing page evaluation, three of which were e-commerce stores
- 21 brands had IPL or sponsored team related branding present on their landing page



Sponsors
checked all the
criterias of landing page

THE WINNERS: TOP FIVE

Tracking setup correctly

IPL branding present on page

Landing page part of multi-channel campaign

Landing page is relevant and structured

#1



.....

#2



.....

#3



.....

#4



.....

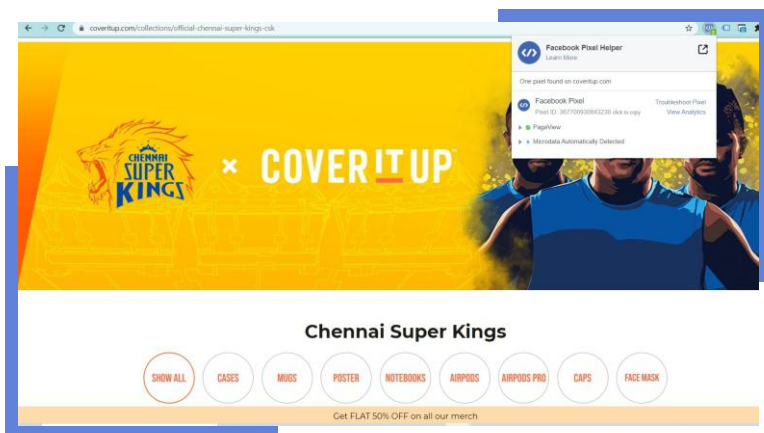
#5



COVER IT UP



SUPER SIXES

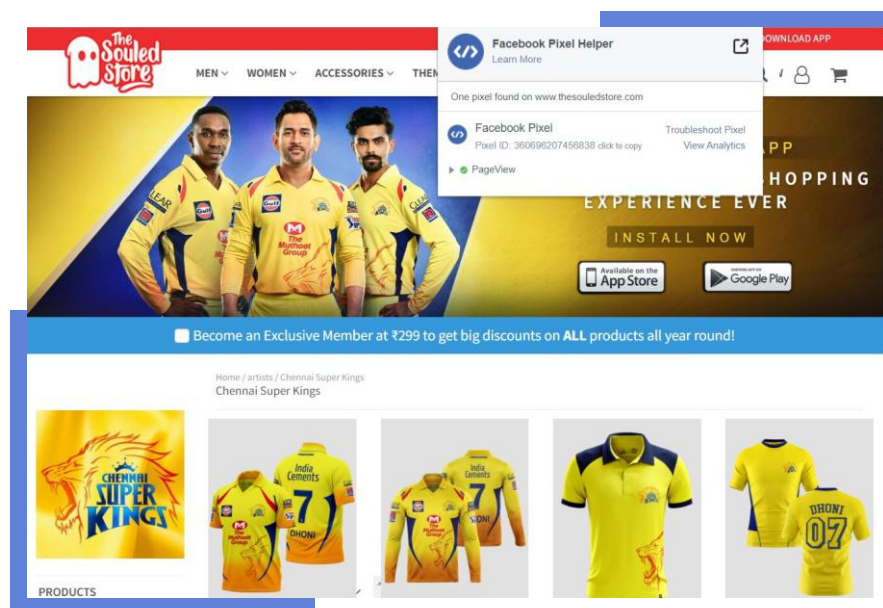


1. COVER IT UP

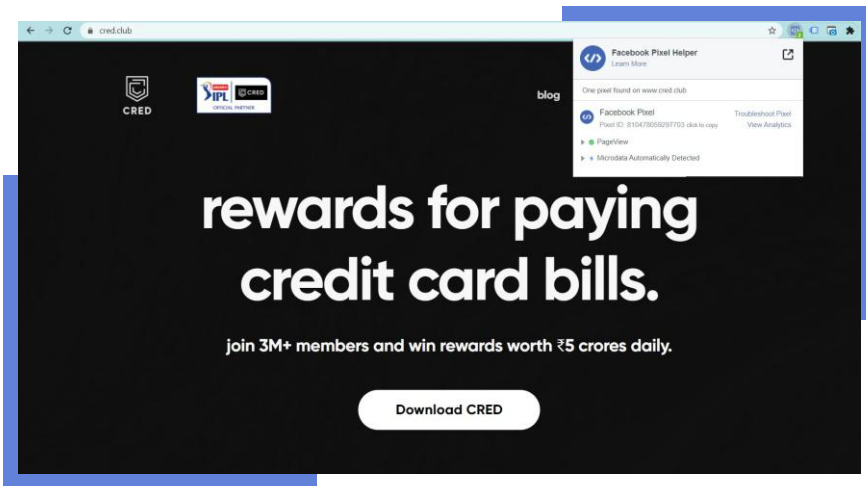
Cover It Up was promoting Chennai Super Kings' merchandise through ads. They had a landing page for all the CSK merchandise and **did a great job representing their association with the team** with a banner at the top of the page. Tracking was also correctly set up on the landing page and other connected pages in the funnel.

2. SOULED STORE

Another ecommerce site **aced with landing page**. Just like Cover it up, they had all the merchandise on a single page and had a banner to represent their association with the team. Their tracking was correctly set up and all the ecommerce events were firing correctly.



SUPER SIXES



3. CRED

Majority of the **ads were taking the user to the app store**. Few of the ads were redirecting to Cred's home page which was, although not a campaign specific landing page, but was relevant to ads' message.

Above the fold section had a single CTA, IPL branding and conveyed the benefit of using Cred. Tracking was also set up correctly for the pages.

4. THE MUTHOOT GROUP

Another CSK sponsor, Muthoot Group ranked among top five in terms of creating a **good landing page and setting up tracking**. Their landing page was dedicated to gold loans, without any irrelevant information and had one specific CTA. Facebook Pixel was firing on correctly on every page.



SUPER SIXES

5. MAX LIFE INSURANCE

Max life insurance's **landing page went perfectly with their ads**. There was a single CTA and not too many elements that could have distracted the user. Their association with RCB was also clearly reflected on their landing page. One thing where they lagged behind was their tracking setup.

Life ki innings mein raho not out
Secured future + Return of Premiums**

Term Insurance Calculator

First Name:

Mobile No.:

Gender: ☐ Male ☒ Female

Tobacco/Nicotine: ☒ No ☐ Yes

Date of Birth:

Annual Income (in Lakhs): ☐ <3L ☐ 3L-5L ☐ 5L-7L ☒ 7L-10L ☐ >10L

Calculate Now

By submitting my details, I override my National Do Not Call Registry registration and authorize Max Life and its representatives to contact me through call, SMS, email, WhatsApp or any other mode.
*For transgender please select male to continue with purchase and write to us at online@maxlifeinsurance.com

Facebook Pixel Helper
Learn More

One pixel found on www.maxlifeinsurance.com

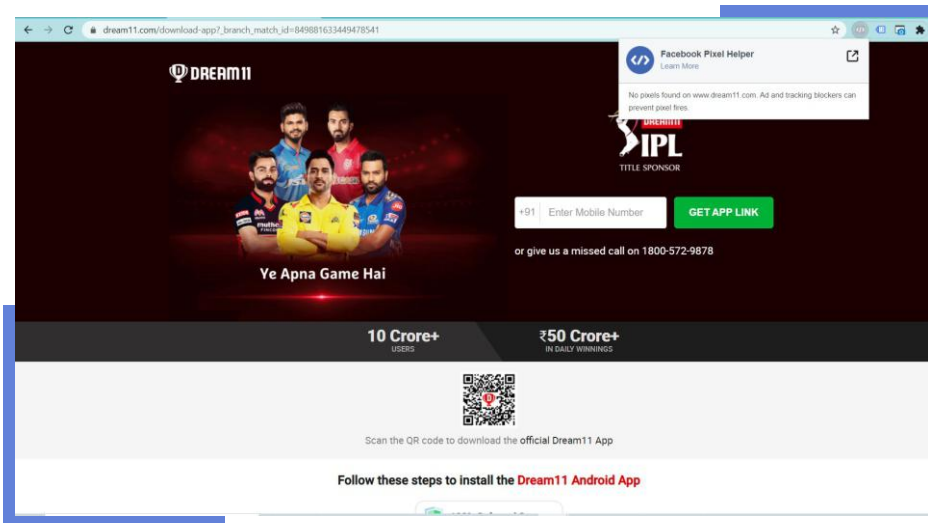
Facebook Pixel
Pixel ID: 319339565319951 click to copy

Troubleshoot Pixel
View Analytics

PageView

Microdata Automatically Detected

MISSED THE MARK



DREAM 11

Dream 11 aced their campaign and ads but when it comes to the landing page they missed to leave a mark. Though the landing was dedicated, had IPL branding, single CTA but it missed the relevant information. The pixel was also not firing on the second page.

BOWLED

Greenply made a special campaign around IPL “My match spot”, but instead of building a special page around the campaign they just took people to Facebook Post. A dedicated landing page with all the relevant information would have worked better for them.

Some brands including Make My Trip, Ebix Cash, MPL, and Astral pipe did not have any pixels present on their landing page.

TOP 10 SCORERS

Advertising message evaluation Ad efficacy evaluation Landing page structure & tracking evaluation

Dream11



Max Life



Altroz (TATA Motors)



Boat



OkCredit



TheSouledStore



Royal Stag



Cred



Myntra



ACKO



CONCLUSION

In a country where cricket rules the hearts of millions, IPL is an advertisers paradise. After the onset of COVID-19 pandemic, all sporting events were put on hold. So the IPL provided brands a bigger opportunity

The brands that topped our charts in Facebook ads had one thing in common--IPL and cricket centric campaigns. Dream 11 tried to dig in the memories of playing gully cricket. OK Credit tried to keep the spirits of sports enthusiasts high with their taiyaar hai hum campaign.

The one aspect common to all the best Facebook Ads that we saw this season, was that it tried to target the emotions of users without being too salesy or product focused. Dream 11 invoked a feeling of nostalgia whereas Max Life Insurance tried to make people realise the importance of protecting their family rather than just selling directly.

After analysing Facebook ads for IPL sponsors and advertisers we learnt that:

1. Despite the huge reach of Facebook Ads, 49.2% brands did not advertise on Facebook Ads during IPL this year. The non-advertisers included some of the notable brands like Coca Cola, MoneyGram, Samsung, Lifebuoy, and JK Lakshmi Cement.
2. During the earlier seasons of IPL we have seen that cricket themed campaigns have performed really well when it comes to connecting with the audience. This includes campaigns such as **Sabki Jeet Pakki** by Nokia, Jio **Dhan Dhana Dhan, Indian Prank League** by Kingfisher. Still just 14 brands went ahead with the cricket related campaigns.
3. Though video ads are considered to be most engaging, single image ads still remain the one of the most preferred ad formats with 61.5% advertisers going for it.
4. Out of the brands we analysed, 20 scored zero when it comes to tracking. Even the brands like Dream 11 and Tata Altroz that were spending a huge amount on Facebook Ads as well as on air ads failed to set up proper tracking.

WHO WE ARE

We are a data-driven marketing company specializing in performance marketing, search engine optimization, and analytics. We help businesses maximize ROI on digital advertising using analytics and data-driven techniques.



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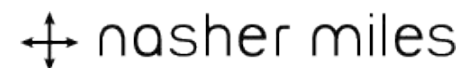
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Book a free consultation with **Siddharth**, Head of Growth at XOR Labs

BOOK 30-MIN CONSULTATION

SPONSORS ANALYSED



100+ MORE